



City of San Marcos

630 East Hopkins
San Marcos, TX 78666

Work Session - Final City Council

Tuesday, February 6, 2018

4:30 PM

City Council Chambers

630 E. Hopkins - Work Session

I. Call To Order

II. Roll Call

1. Receive a presentation and hold discussion regarding provision of dockless bike sharing services in San Marcos.

III. Adjournment.

POSTED ON MONDAY, JANUARY 29, 2018 AT 3:30PM

JAMIE LEE CASE, TRMC, CITY CLERK

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Legislation Text

File #: ID#18-60, **Version:** 1

AGENDA CAPTION:

Receive a presentation and hold discussion regarding provision of dockless bike sharing services in San Marcos.

Meeting date: 2/6/2018

Department: CMO - Kevin Burke, Economic Development & Downtown Administrator

Amount & Source of Funding

Funds Required: N/A

Account Number: N/A

Funds Available: N/A

Account Name: N/A

Fiscal Note:

Prior Council Action: September 5, 2017 discussion regarding potential agreement with Spin bike sharing company.

City Council Goal:

Goal #2 Beautify & Enhance the Quality of Place

Goal #8 Provide efficient & effective delivery of services

Choose an item.

Comprehensive Plan Element (s):

- ☒ Economic Development - Opportunity created by Capital of University, Business, Civic, & Cultural Leaders
- ☐ Environment & Resource Protection - Choose an item.
- ☐ Land Use - Choose an item.
- ☐ Neighborhoods & Housing - Choose an item.
- ☐ Parks, Public Spaces & Facilities - Choose an item.
- ☒ Transportation - Multimodal transportation network to improve accessibility and mobility, minimize congestion and reduce pollution
- ☐ Not Applicable

Master Plan:

Transportation Master Plan

Background Information:

Staff will provide a brief presentation regarding the provision of dockless bike sharing services in San Marcos, specifically detailing the City's collaborate efforts with Texas State University.

The benefits of increased cycling are clear: Increased mobility for pedestrians and those using public transit, fewer trips by car resulting in less congestion, and perhaps over the long-run, a positive impact on community health.

Dockless bike sharing presents a viable tactic to rapidly increase cycling mode share in San Marcos; however, there are constraints. The second generation of dockless bike share technology has set off an intense global competition, with a handful of upstart companies fighting for market share. The unintended consequences of that competition have been well publicized: Bicycles left laying in the middle of the sidewalk, bicycles interfering with ADA accessibility, bicycles hanging from trees, and bicycles at the bottom of man-made lakes.

Together, the City of San Marcos and Texas State University recommend proceeding with caution after witnessing highly publicized, and much criticized, dockless roll-outs in other Texas cities. Rather than allow multiple dockless companies to commence operations, without permits or regulatory guidelines, we have developed a joint-RFP with our partners at Texas State, and are seeking a single company to operate a bike share system City-wide, at no cost to the City or University.

We believe it is in the public interest to begin with one, highly-qualified provider, taking a "go-slow" approach to this highly-dynamic industry. From the Draft RFP: "Texas State University (TXST) and the City of San Marcos (CoSM) desire to enter into a Contract with one or more qualified, capable and experienced firm(s) to provide...an on-demand dockless bicycle share system with a web-enabled software application."

Council Committee, Board/Commission Action:

None.

Alternatives:

[Click or tap here to enter text.](#)

Recommendation:

Staff recommends issuing a joint Request for Proposals with Texas State University, evaluating respondents and negotiating a contract for City Council approval.



CITY COUNCIL WORK SESSION

Tuesday, February 6, 2018

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Dockless Bike Share

Staff presentation and discussion regarding provision of dockless bike sharing services in San Marcos

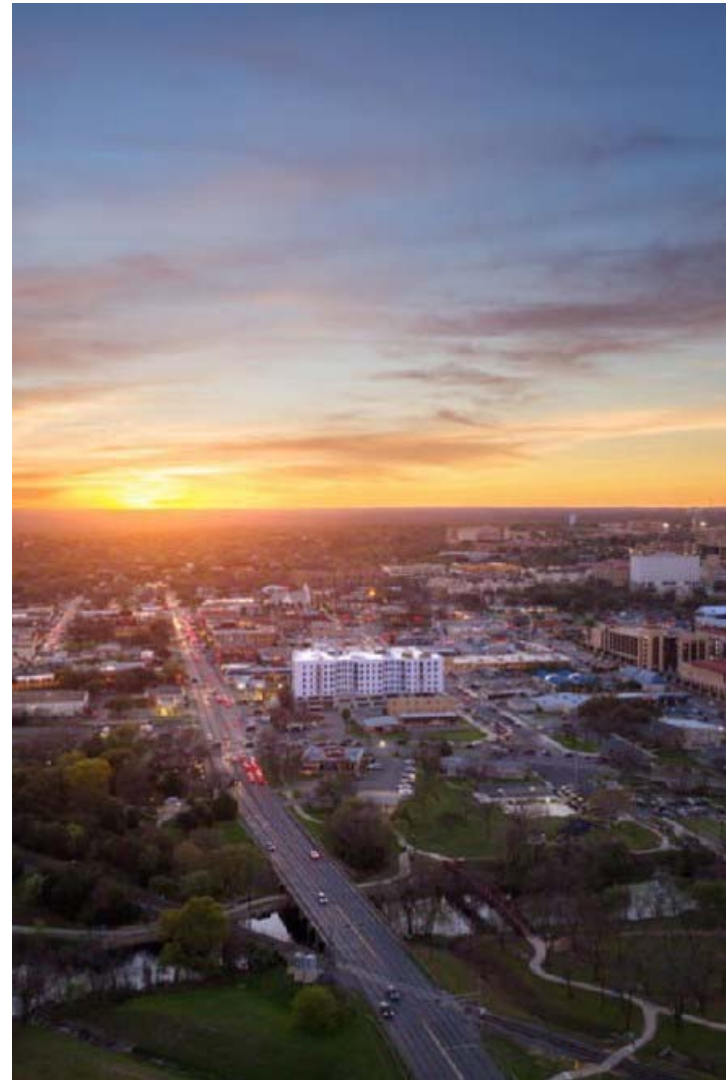
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Purpose:

- Overview of dockless bike share
- Review our current approach to developing a joint Request For Proposals (RFP) with TXST
- Review next steps



Bike Share Growth in the US



Source: NACTO













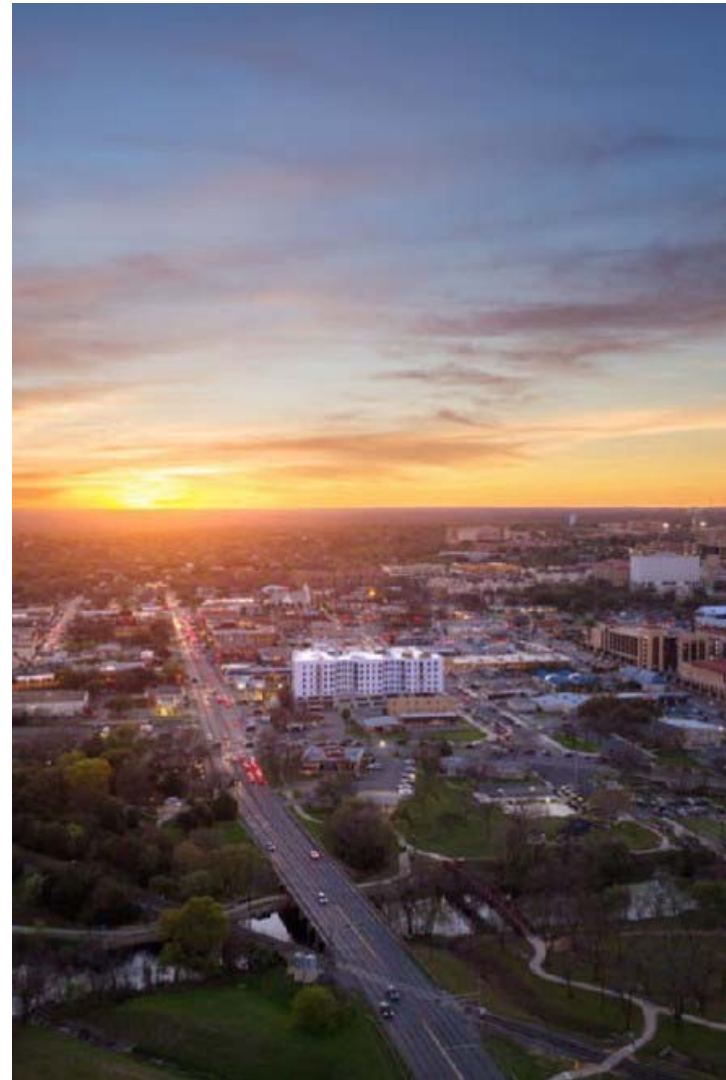






Joint RFP Highlights:

- Service boundary
- End-of-trip locations
- Equipment specifications
- Maintenance standards
- Data reporting
- Customer service





Next steps:

- Issue RFP
- Joint City / TXST review
- Contract award
- Inter-local agreement
- Service begins

